

Nuevas Adquisiciones

Embajada de los Estados Unidos

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MARZO 2006

Servicio Cultural e informativo

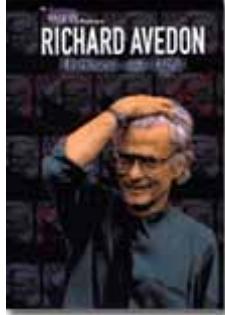
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ARTE

Richard Avedon: darkness and light



[videorecording]

A production of
Thirteen/WNET New
York

New York, NY :
Wellspring Media,
2002.

DVD 770.92 RIC

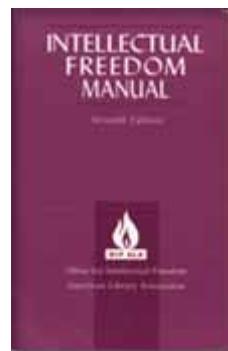
Photographer Richard Avedon shoots for two different worlds. Primarily, he is a fashion photographer, having worked for various magazines for more than 50 years. As a fashion photographer, Avedon became known for his sense of movement and the energy he captured in each image; he gets exquisite models to leap, move, and flip their hair. His second, and perhaps lesser-known body of work, is art photography, including portraits of the famous and the unknown.

BIBLIOTECOLOGIA

Intellectual freedom manual

compiled by the Office
for Intellectual Freedom
of the American Library
Association

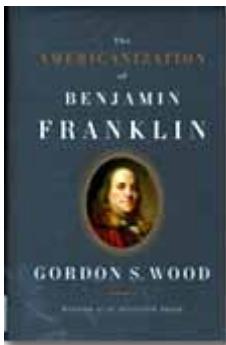
Chicago, IL : American
Library Association,
2006.



REF 025.213 INT

Librarians can no longer aspire to rise above the censorship fray and avoid pressure to suppress information. No library is totally immune from censorship efforts. Academic libraries, school library media centers, and even special libraries are encountering the same affronts to intellectual freedom as public libraries. This manual provides a comprehensive course in ALA's intellectual freedom policies and the means for coping with censors.

BIOGRAFIA



The Americanization of Benjamin Franklin

Gordon S. Wood

New York, NY : Penguin Press, 2004.

973.3 WOO

The author argues that Franklin did become the Revolution's necessary man, second behind George Washington. This landmark work is a vision of Franklin's life and reputation, filled with profound insights into the Revolution and into the emergence of America's idea of itself.

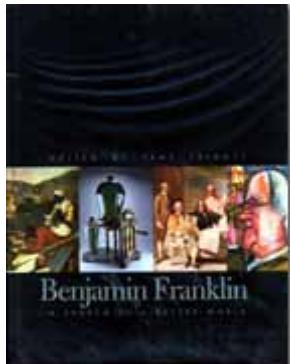
Benjamin Franklin: in search of a better world

Page Talbott,
editor

New Haven, CT :
Yale University
Press, 2005.

REF 973.3 FRA

Examines the many facets of America's most extraordinary founding father. Politician, diplomat, scientist, printer, and civic improver, Franklin influenced every aspect of American life, from his own time to the present. This book, designed to accompany the traveling Benjamin Franklin Tercentenary exhibition celebrating Franklin's 300th birthday, includes essays by ten prominent scholars that offer an overview of Franklin's life and cover the full range of his interests and achievements, illustrated by more than 265 color images—portraits, manuscripts, drawings, maps, paintings, engravings, and a plethora of Franklin's possessions, from teacups to printing equipment.



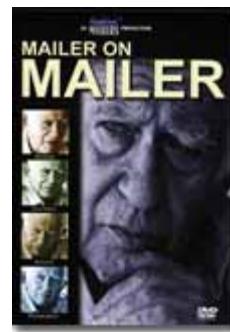
Mailer on Mailer [videorecording]

Producers, Christine Le Goff, Tamar Hacker

New York, NY : WinStar TV & Video, 2000.

DVD 921 MAI

A candid and comprehensive biographical portrait of the novelist, essayist, journalist and activist, Norman Mailer. Compiled from over 20 hours of exclusive interviews with the writer, this profile includes rare archival footage, photographs and original manuscripts from the Mailer archives. Both fascinated by and at odds with his country, Norman Mailer personally explores the tensions that exist between reality and fiction in this unprecedented film.



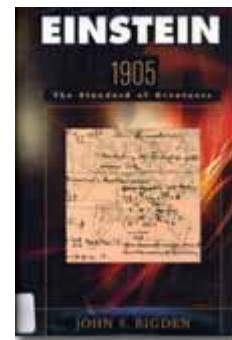
CIENCIA

Einstein 1905: the standard of greatness

John S. Rigden

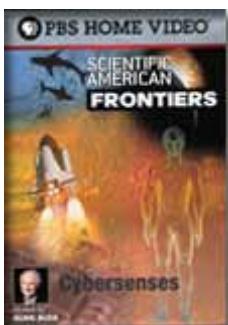
Cambridge, Mass :
Harvard University
Press, 2005.

530.11 EIN



This book is not about Einstein the man or about his generous or petty deeds except as the personal characteristics of the man are reflected in what he did in 1905 and how he did it.

CIENCIA Y TECNOLOGIA



Cybersenses [videorecording]

written, produced and directed by Graham Chedd

Alexandria, VA : PBS Home Video, 2005.

DVD 616.980 CYB

Explores replacement synthetic Cochlear implants for hearing and artificial retinas for seeing.

Big dish: building America's deep space connection to the planets

Douglas J. Mudgway



Gainesville, FL : University Press of Florida, 2005.

621.382 MUD

The story of the engineers who made possible this project and a story of international politics, intrigue, and amazing scientific feats.

The author offers inside views of both NASA's Jet Propulsion Laboratory and the antennas that have been indispensable in missions to the farthest reaches of the solar system.

CIENCIAS SOCIALES

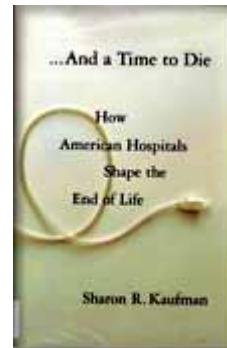
And a time to die: how American hospitals shape the end of life

Sharon R. Kaufman

New York : Scribner, 2005.

362.17 KAU

The author observed over the course of two years and interviewed critically ill patients, their families, doctors, nurses and other hospital staff at three community hospitals and links their experiences, the work of the hospital staff, and the ramifications of institutional bureaucracy to show the invisible power of the hospital system itself: rules, mandates, and daily activity, in shaping death and our individual experience of it.

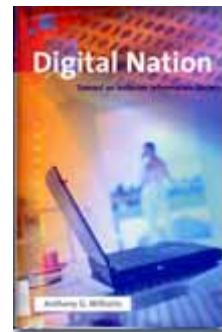


Digital nation: toward an inclusive information society

Anthony G. Wilhelm

Cambridge, Mass : MIT Press, 2004.

303.483 WIL



This book offers some ideas on how to migrate to cyberspace and avoid the pitfalls of social exclusion. Author's hope is to resuscitate the national debate about how to confront the challenges and opportunities posed by a media-rich and technologically intensive society.

CINEMATOGRAFIA

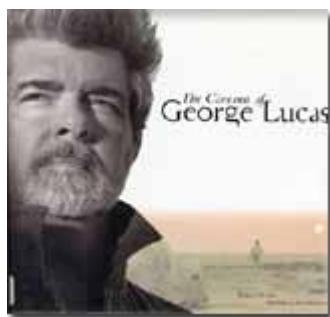
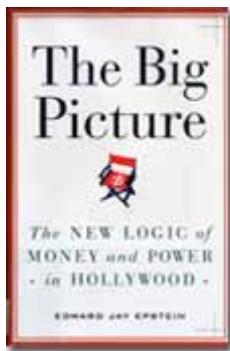
The big picture: the new logic of money and power in Hollywood

Edward Jay Epstein

New York :
Random House,
2005.

384.83 EPS

The author gives an unprecedented, sweeping, and thoroughly entertaining account of the real magic behind moviemaking: how the studios make their money. Epstein shows how, in Hollywood, the only art that matters is the art of the deal: major films turn huge profits; offers incisive profiles of the pioneers and the visionaries of this media.



REF 791.430 HEA

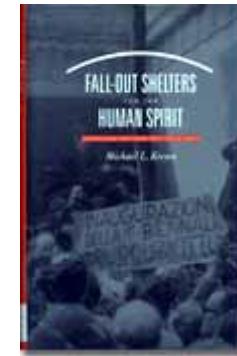
The author analyzes Lucas' personal journey as a director over four decades, beginning with his student work-while also delving into his projects as a writer, an editor and a producer, and discusses many other accomplishments in the film industry, including the formation of Industrial Light and Magic, Skywalker Sound and Lucas Arts.

ESTUDIOS AMERICANOS

Fall-out shelters for the human spirit : American art and the Cold War

Michael L. Krenn

Chapel Hill, NC :
University of North
Carolina Press, 2005.



701.03 KRE

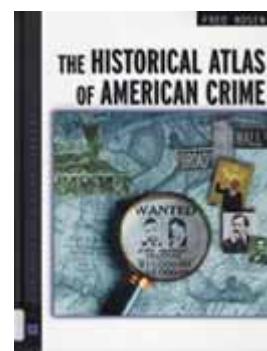
This investigation of culture development as an effort to fight against communism during the Cold War, deepens our understanding of the cultural dimensions of America's postwar diplomacy and explores how unexpected elements of the Cold War led to a redefinition of what is, and is not, "American".

The historical atlas of American crime

Fred Rosen

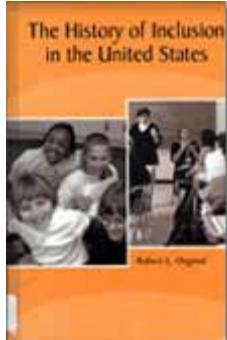
New York, NY;
Harry N.
Abrams,
Publishers,
2003.

REF 364.973
ROS



This landmark reference book presents a new way of looking at crime in America. Organized into discrete historical periods enhanced by more than 50 photographs, 40 black and white maps, and 16 color pages of historical maps.

The history of inclusion in the United States



By *Robert L. Osgood*

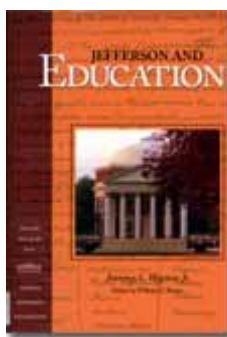
Washington, D.C :
Gallaudet University
Press, 2005.

371.9 OSG

Traces the antecedents of special education to answer questions about what

inclusion is, how it came to be, and where it might go. The author reveals how the idea of inclusion has evolved into broader realms of thought and practice.

Jefferson and education



By *Jennings L.
Wagoner, Jr. ; preface
by William G. Bowen*

Charlottesville, VA ;
Thomas Jefferson
Foundation, 2004.

973.4 WAG

The author opens this study with an overview of Jefferson's own learning experiences, from his tutoring and schooling in Albemarle County through his years at the College of William and Mary. It explores his efforts to advance publicly supported education, beginning in Virginia and continuing with national initiatives, including the founding of the U.S. Military Academy at West Point.

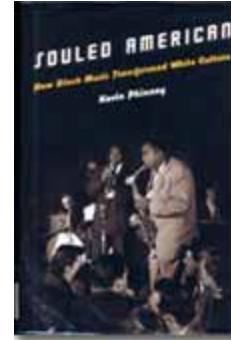
Souled American: how black music transformed white culture

By *Kevin Phinney*

New York, NY : Billboard
Books, 2005.

780.89 PHI

This is an ambitious and comprehensive look at race relations in the United States as seen through the prism of music from slavery to the present.



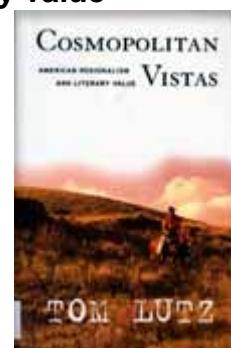
LITERATURA

Cosmopolitan vistas : American regionalism and literary value

By *Tom Lutz*

Ithaca, NY : Cornell
University Press, 2004.

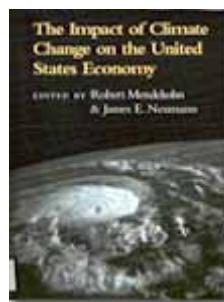
810.9 LUT



This is a work of literary criticism and sets up a far-reaching and productive conversation between U.S. regional fiction and contemporary debates in cultural studies.

MEDIO AMBIENTE

The impact of climate change on the United States economy



edited by *Robert
Mendelsohn, James E.
Neumann*

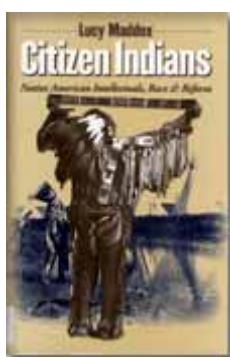
Cambridge, UK ; New
York : Cambridge
University Press, 2004.

330.973 IMP

This book applies advanced new economics methodologies to assess the

impact of climate change on potentially vulnerable aspects of the US economy: agriculture, timber, coastal resources, energy expenditure, fishing, and outdoor recreation. It is intended to provide improved understanding of key issues raised in the recent Intergovernmental Panel on Climate Change (IPCC) reports.

NATIVOS AMERICANOS



Citizen Indians: Native American intellectuals, race, and reform

Lucy Maddox

Ithaca, N.Y : Cornell University Press, 2005.

305.897 MAD

The author examines the work of American Indian intellectuals and reformers in the context of the Society of American Indians, which brought together educated, professional Indians in a period when the "Indian question" loomed large.

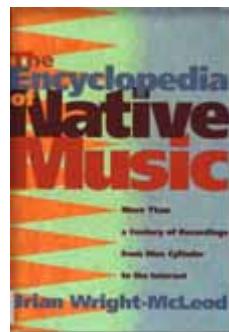
The encyclopedia of native music: more than a century of recordings from wax cylinder to the Internet

Brian Wright-McLeod

Tucson, AZ : The University of Arizona Press, 2005.

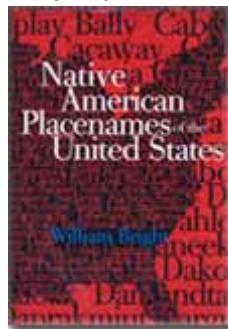
REF 016.781 WRI

This book provides an overview of the surprising abundance of recorded Native music while underlining its historical value. Organized by genre for quick reference with almost 1,800 entries spanning over 100 years, this book leads readers from early performers of



Biblioteca Benjamín Franklin
Abierto de Lunes a Viernes de 11:00 a 19:00 hrs.

traditional songs, to artists of the new millennium.



Native American place names of the United States

William Bright

Norman, OK : University of Oklahoma Press, 2004.

REF 917.3 BRI

This volume combines historical research and linguistic fieldwork with Native speakers from across the United States to present the first comprehensive up-to-date scholarly dictionary of American place-names derived from Native languages.

NEGOCIOS Y ADMINISTRACION

Buen trabajo: cuando ética y excelencia convergen



*Howard Gardner,
Mihaly
Csikszentmihalyi,
William Damon*

Barcelona : Paidós, 2002.

S 174.4 GAR

Este libro demuestra que los profesionales aún pueden realizar un buen trabajo que a la vez sea especializado y socialmente responsable. Los autores se centran en dos campos que son la genética y el periodismo, dos áreas que generan información, la manipulan, y afectan nuestras vidas de maneras distintas.



Comunicación eficaz

Ralph G. Nichols ... [et al.]

Bilbao : Deusto, 2000.

S 658.45 COM

Esta obra se dirige a todas las personas interesadas en desarrollar sus conocimientos sobre técnicas de comunicación en un entorno de trabajo y aborda concretamente cuestiones relativas a cómo escuchar, cómo dirigir reuniones y hacerlas más creativas, la comunicación con los empleados de primera línea, los mensajes implícitos y la formación de equipos eficaces de dirección.

CRM: customer relationship management

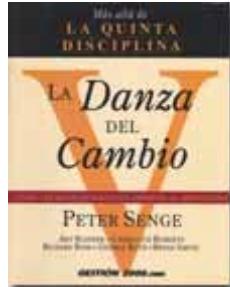
Bilbao : Deusto, 2002.

S 658.834 CRM

Este libro ofrece nuevos enfoques a la gestión de las relaciones con los clientes. Con ellos comprenderá el lector cómo se construye la fidelidad de los mismos mediante la aplicación de estrategias tales como el "branding", el servicio superior al cliente y muchas más.



La Danza del cambio : el reto de avanzar en las organizaciones que aprenden



Peter Senge ... [et al.]

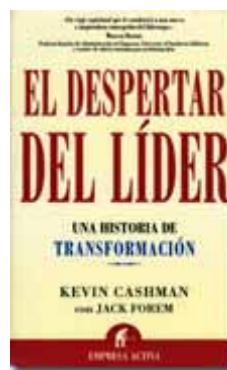
Barcelona : Gestión 2000, 2000.

S 658.406 DAN

Los autores desean

Biblioteca Benjamín Franklin
Abierto de Lunes a Viernes de 11:00 a 19:00 hrs.

establecer de una manera sencilla y sistemática cómo crear organizaciones abiertas al aprendizaje, cómo acelerar el éxito y evitar los obstáculos que se presenten al crear empresas más sanas, pues éstas disponen de complejos sistemas inmunológicos destinados a dejar las cosas como están.



El despertar del líder: una historia de transformación

Kevin Cashman con Jack Forem

Barcelona : Empresa Activa, 2004.

S 658.409 CAS

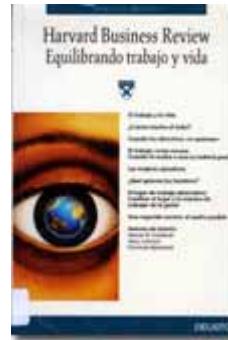
El autor teje una narración sobre Bensen Quinn la cual despierta emociones y sentimientos que predisponen a la reflexión. El lector obtendrá pautas acerca del auténtico liderazgo aplicables a todos los ámbitos de su vida.

Equilibrando trabajo y vida

Bilbao : Deusto, 2002.

S 658.409 EQU

En los círculos directivos hay algo casi sagrado acerca de la separación entre la vida privada y la profesional. El respeto por la privacidad de una persona es uno de nuestros valores fundamentales. Sin embargo, nadie puede negar que el trabajo tiene un efecto muy poderoso en la vida privada. El asunto está en saber dónde empieza la interferencia y dónde termina el comportamiento responsable.



Finanzas para directivos

Bilbao : Deusto, 2004.

S 658.152 FIN

Este libro expone los fundamentos de las finanzas y ofrece a los directores el consejo inteligente que necesitan para entender la planificación financiera, los presupuestos y las previsiones.



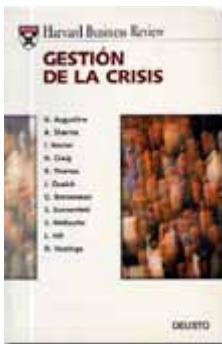
Gestión de la crisis

Norman R. Augustine.[et al.]

Bilbao : Deusto, 2001.

S 658.405 AUG

En el mundo empresarial actual, las situaciones límite son cada vez más frecuentes. Conseguir las técnicas de gestión que permitan afrontar eficazmente las crisis es crucial para asegurar el éxito y la supervivencia de la empresa.



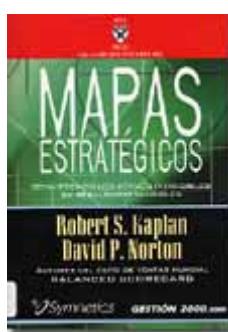
Mapas estratégicos: cómo convertir los activos intangibles en resultados tangibles

Robert S. Kaplan, David P. Norton

Barcelona : Gestión 2000, 2004.

S 658.406 KAP

Proporcionando el eslabón perdido entre formulación e implementación de la estrategia, este libro es



como un plano que describe, mide y alinea activos intangibles con el fin de alcanzar resultados excelentes, usando docenas de vívidos ejemplos de empresas.

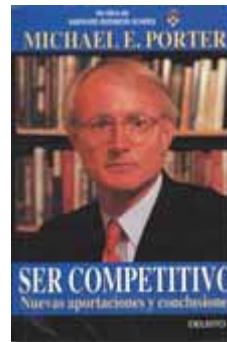
Ser competitivo: nuevas aportaciones y conclusiones

Michael E. Porter

Bilbao : Deusto, 2003.

S 658.401 POR

Este libro tiene tres partes: competencia y estrategia en la esfera de la empresa, estructura y evolución de los sectores, y la manera de conseguir y defender la ventaja competitiva. La parte dos aborda la función que desempeña la ubicación en la competencia. La parte tres aborda el medio ambiente, la pobreza urbana, la asistencia sanitaria y la desigualdad de rentas.



Los 7 hábitos de la gente altamente efectiva: la revolución ética en la vida cotidiana y en la empresa

Stephen R. Covey

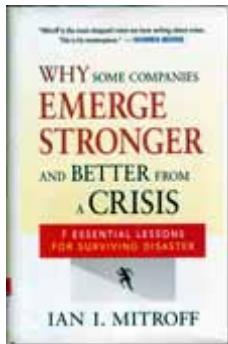
Barcelona : Paidós, 1997.



S 158 COV

El autor establece que la vida de cada persona puede mejorar en lo social, laboral y familiar a través de un cursillo en 7 etapas que el lector deberá asimilar y poner en práctica por su propia cuenta, adaptándolas a su personalidad y aplicándolas libremente en todos los ámbitos de su vida cotidiana.

Why some companies emerge stronger and better from a crisis: 7 essential lessons for surviving disaster



Ian I. Mitroff

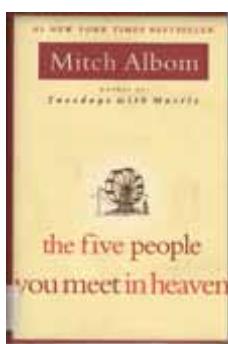
New York, NY :
American
Management
Association, 2005.

658.405 MIT

Although crisis management has taken on new urgency

in recent turbulent times, the need for careful planning did not originate on September 11, 2001. Mitroff's examples, drawn from interviews conducted both after 2001 attacks and during his 25 year career as an expert in crisis management, demonstrate the need for action and offer a blueprint for taking it.

FICCION



The five people
you meet in
heaven

Mitch Albom

New York : Hyperion,
2003.

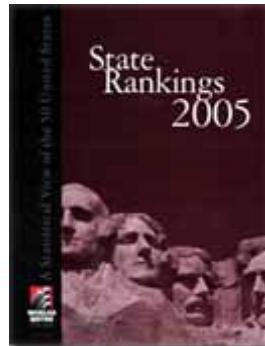
F ALB

Weaves three stories about 83-year-old Eddie, the head maintenance person at Ruby Point Amusement park. Eddie meets 5 individuals in heaven each with a story to share, a secret to reveal and a lesson. They have profound meanings for Eddie on the real purpose of his life.

OBRAS DE CONSULTA

State rankings: a statistical view of the 50 United States 2005

Kathleen O'Leary Morgan and Scott Morgan, editors



Lawrence, KS :
Morgan Quitno
Press, 2005.

REF 317 STA 2005

Some of the subjects you will find in this book are: taxes, population, job growth, environment, education, health care, highways, housing, deaths and disease, marriages, divorces, poverty, etc. States are compared in a wide array of areas ranging from agriculture to transportation, crime to health care, and government finance to social welfare. In all, more than 500 tables of state comparisons are packed into this easy-to-use reference volume.

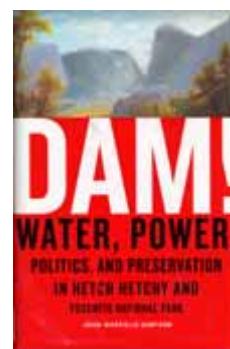
POLITICAS PUBLICAS

Dam! : water, power, politics, and preservation in Hetch Hetchy and Yosemite National Park

John Warfield Simpson

New York : Pantheon
Books, 2005.

363.6 SIM



This is a vivid account of America's first environmental cause celebration, which illuminates our attitudes toward fundamental

questions of growth, development, and our place in nature.

HISPANOAMERICANOS

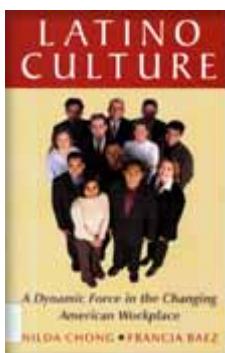
Latino culture: a dynamic force in the changing American workplace

Nilda Chong and Francia Baez

Yarmouth, ME : Intercultural Press, 2005.

658.3 CHO

This book explores the nuances of Latino culture in the workplace. The authors bring a profound understanding of the experience of working with Latinos and working as Latinos in the United States. They provide insights regarding Latino values, communication styles, gender issues in the workplace, relationship to supervisors and differences in behavior and experience between generations.



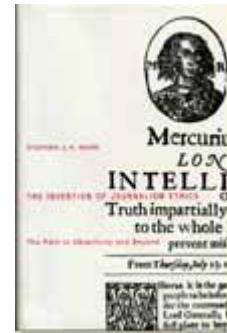
what constitutes great news photos of every type.

The invention of journalism ethics: the path to objectivity and beyond

Stephen J.A. Ward

Montreal & Kingston, CA: McGill-Queen's University Press, 2004.

174.907 WAR



The author explores the changing ethical assertions of journalists through the past few centuries, focusing on the changing relationship between journalist and audience.

PERIODISMO

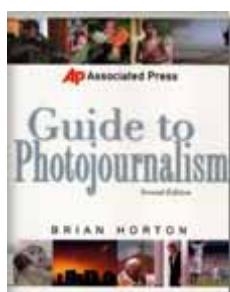
Associated Press guide to photojournalism

Brian Horton

New York, NY: McGraw-Hill, 2001.

REF 778.9 HOR

The author takes you beyond the basics of lenses and exposure times to offer a rare, insider's perspective on the art and craft of photojournalism and provides useful instruction on technical considerations such as picking the right angle and lighting a situation. Using more than 200 photographs from the AP archives to illustrate his points, the author analyzes



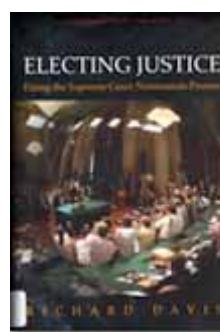
SUPREMA CORTE

Electing justice: fixing the Supreme Court nomination process

Richard Davis

Oxford, NY: Oxford University Press, 2005.

347.73 DAV



The author reveals how from the late 1960's on, the role of interest groups, news media and general public, grew in intensity to the point that the nomination process would be unrecognizable to its original devisers, the Framers of the Constitution.